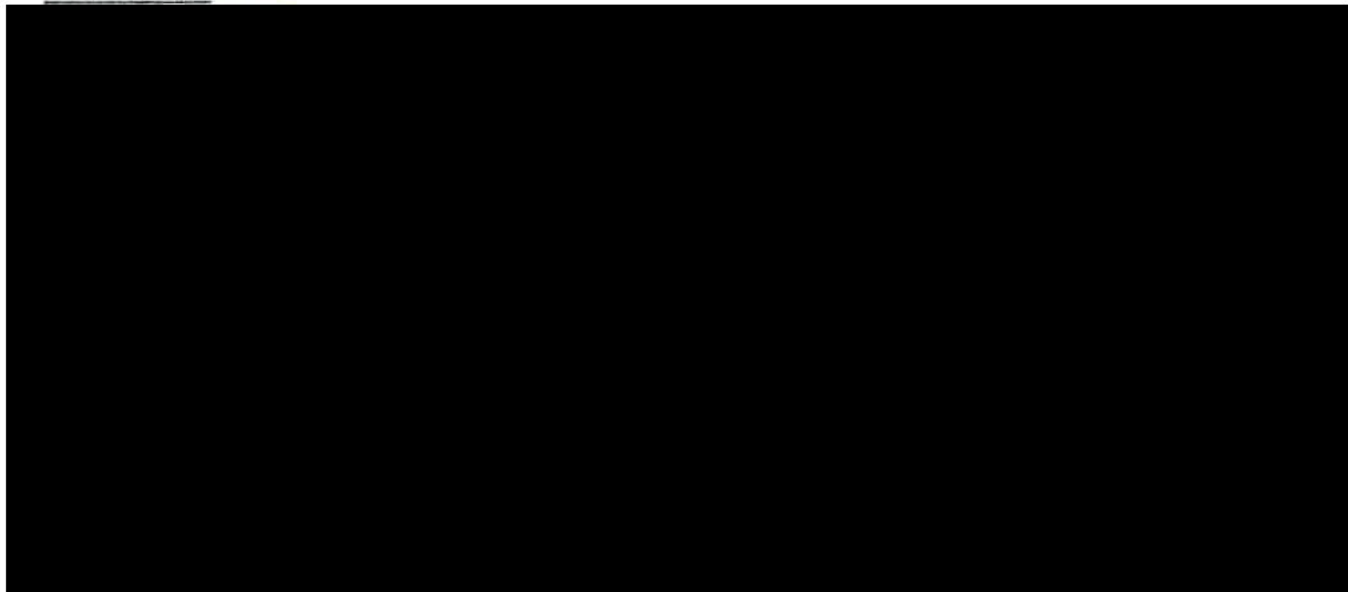


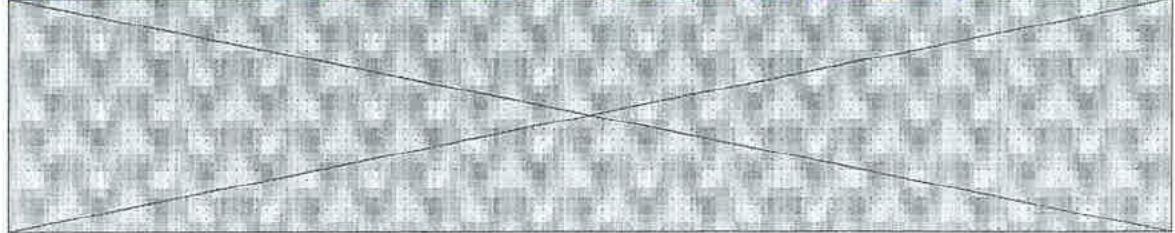
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Sent: Sat, 18 Jan 2014 19:47:25 -0800
Subject: 1/16-1/17 KR Trip: Samsung/LG Meetings Recap
Cc: [redacted]@google.com", [redacted]@google.com>, [redacted]@google.com>, [redacted]@google.com>, [redacted]@google.com>

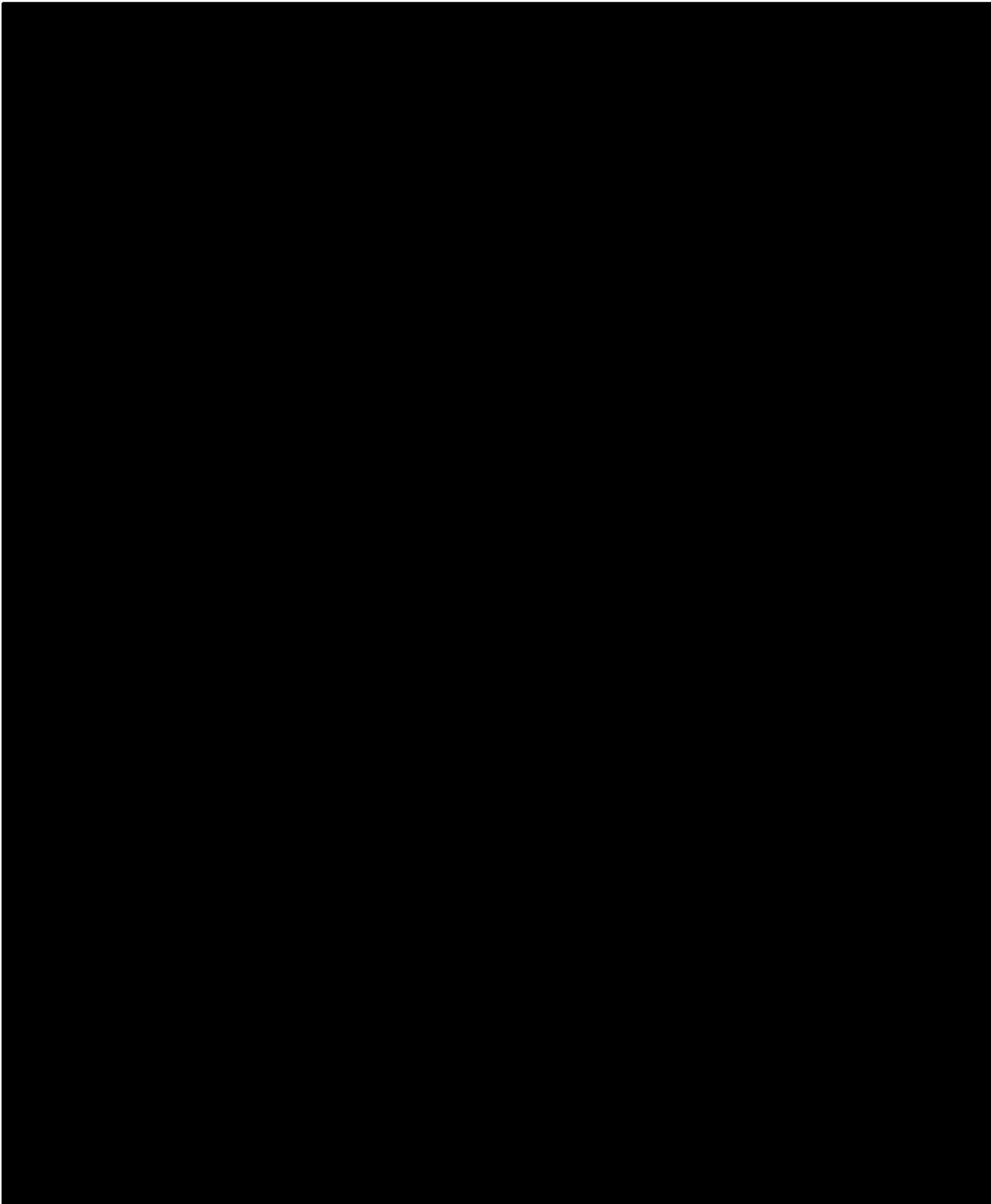
[redacted] visited Samsung and LG headquarters in KR on 1/16-1/17. Details of the trip are below. Let us know if anything is unclear.

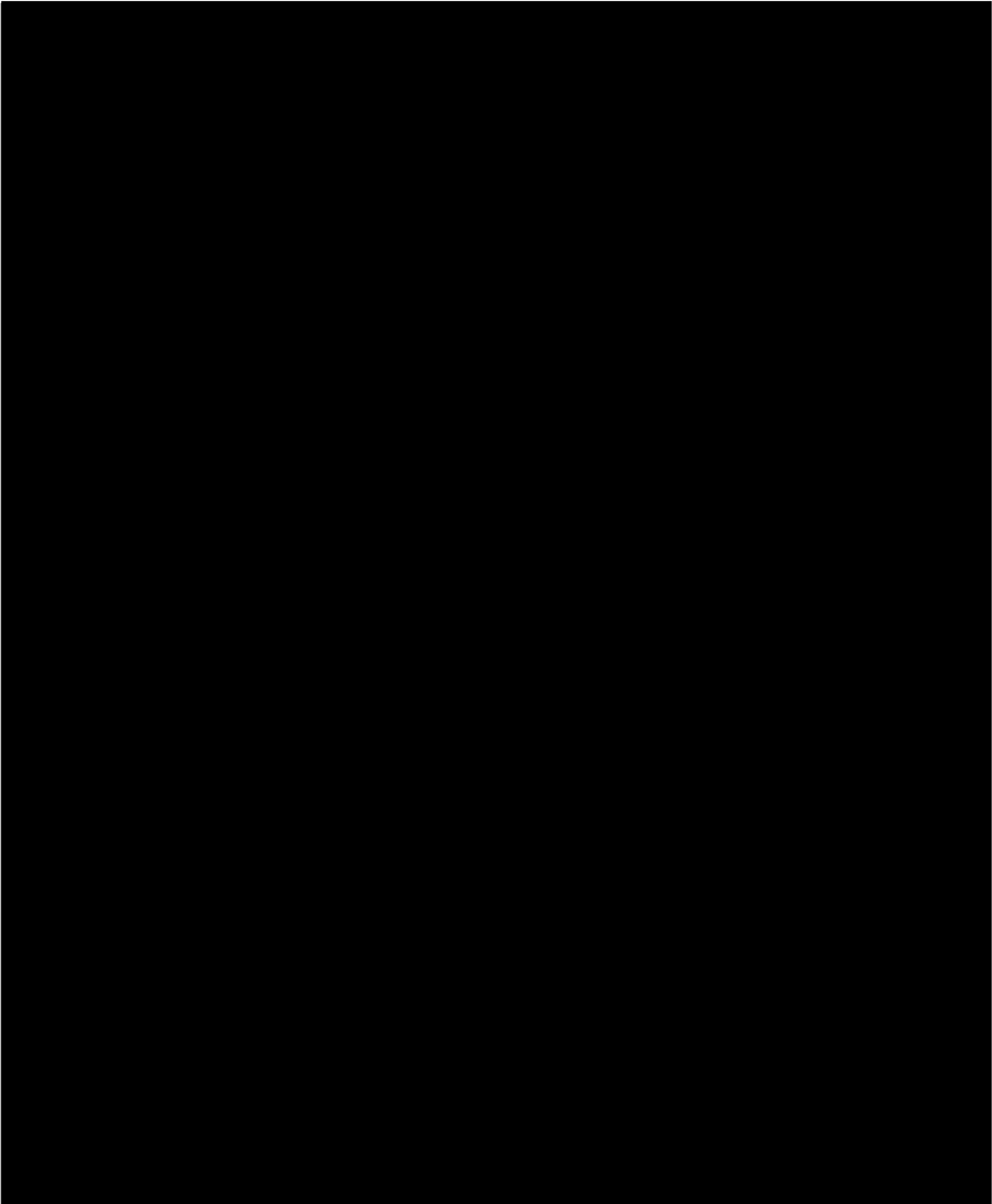
[Link to Notes](#)

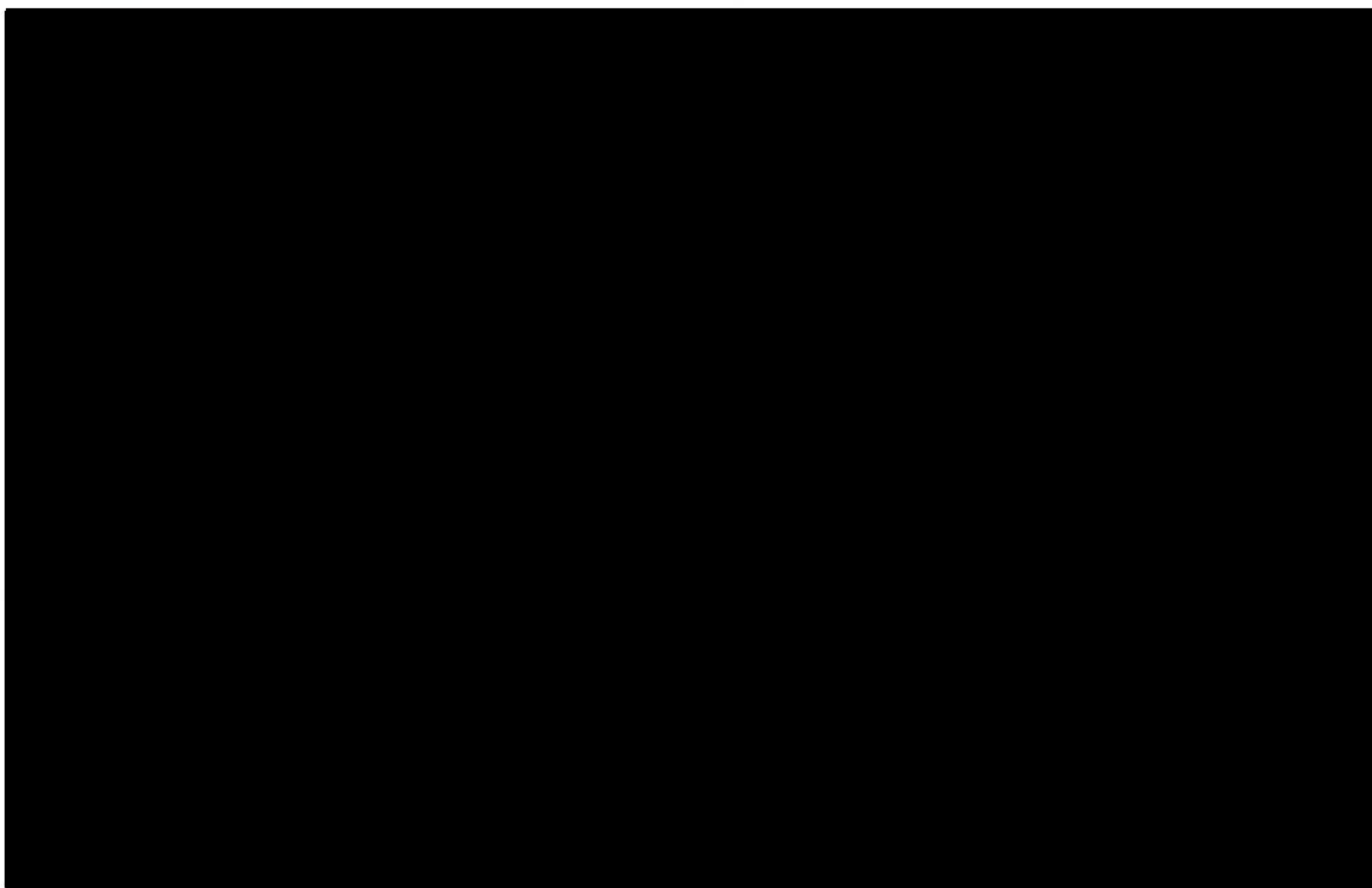
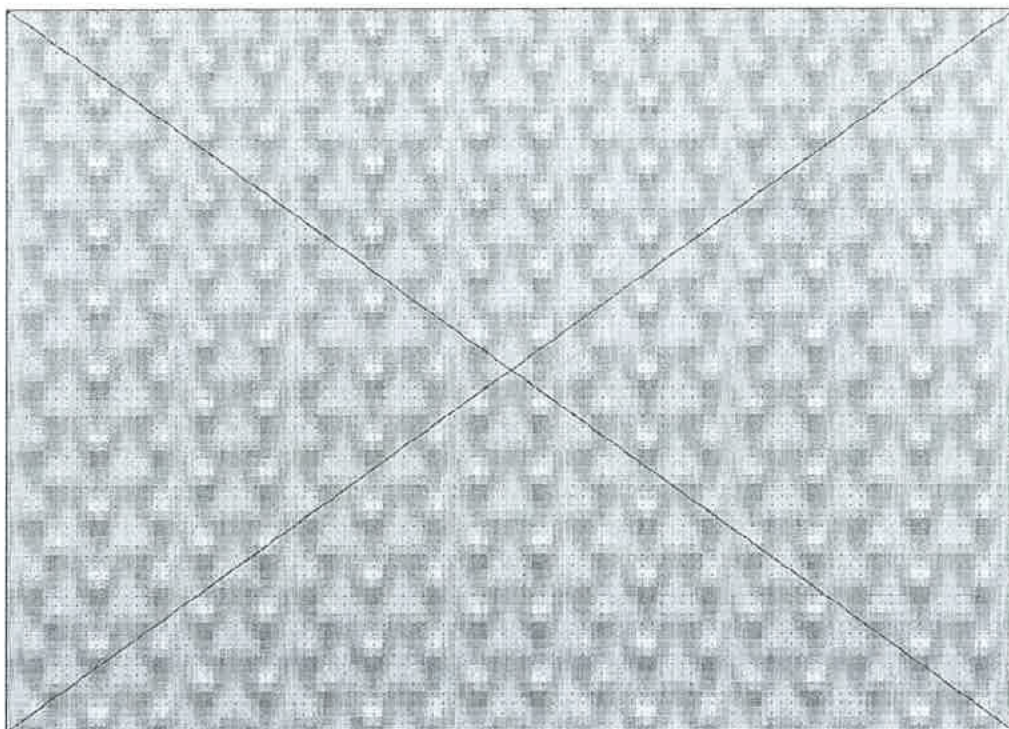


Samsung full day meeting 1/16









Review of Conflicting Services:

Smart Assistant (Top Stories) vs. Google Now:

- During the presentation for GS5, Samsung presented their new equivalent to Google Now called Top Stories where contextual information is served based on data on the device not the cloud

[REDACTED]

- We raised grave concerns that this is a new competing service with our core search experience
- Samsung clarified that what they need is the ability to differentiate on top of Google Now
- **Counter-proposal:** Google is going to come back with the possibility of 3rd party APIs for Google Now that Samsung could use to include device specific information (e.g. Battery life)

[REDACTED]

- Google to consider if Samsung can launch Smart Assistant in China since GMS is not available.

[REDACTED]

Other services:

[REDACTED]

- Email will stay in GS5. However, Samsung should not encourage users to use Email for Gmail accounts. They should use Gmail native app. Samsung to discuss internally about not encouraging this behavior.

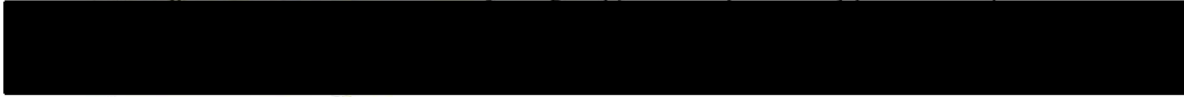
[REDACTED]

- Google proposed having Samsung use Google Account as their identifier instead of an entirely separate account. Samsung resistant but will think about it.

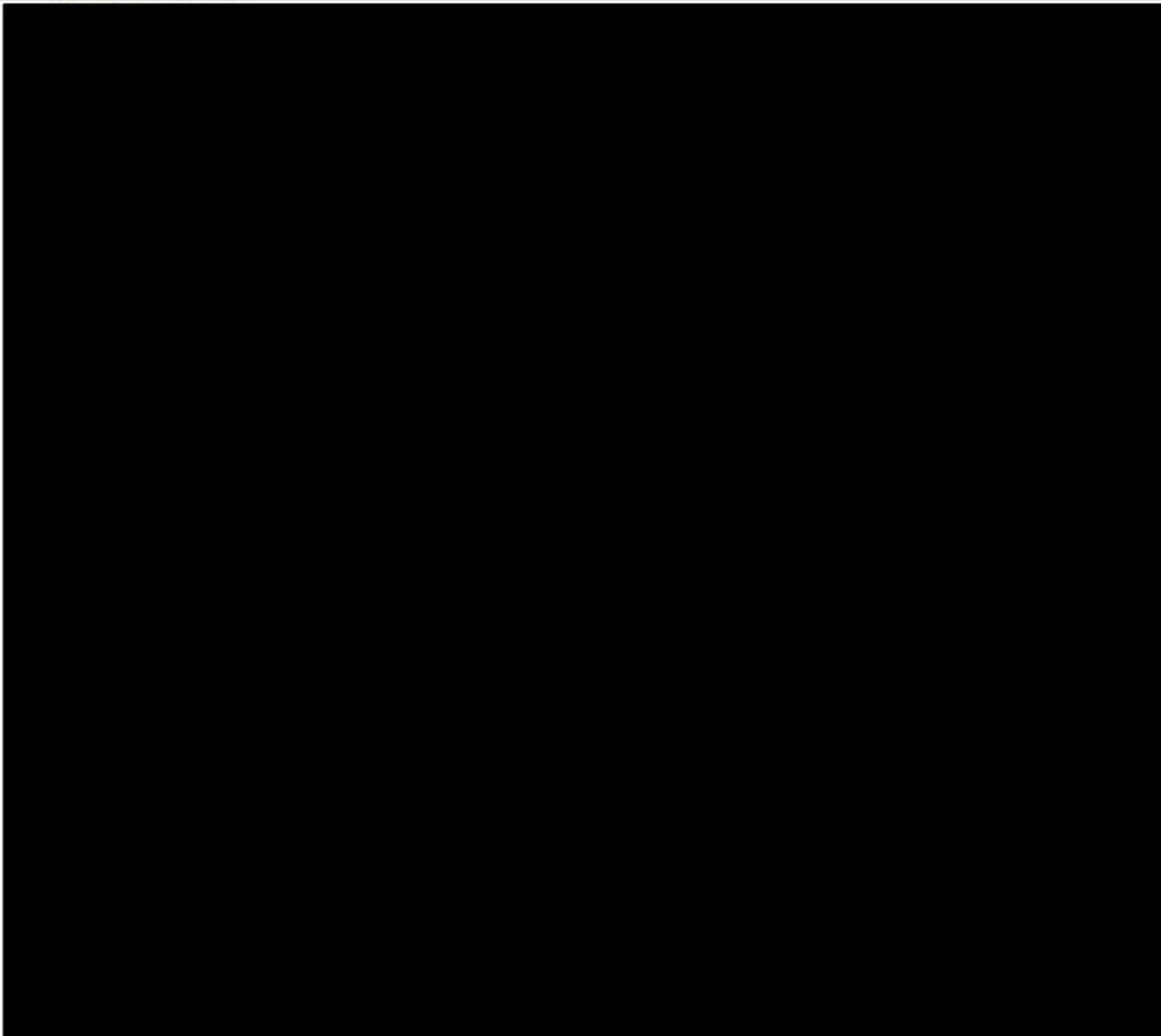
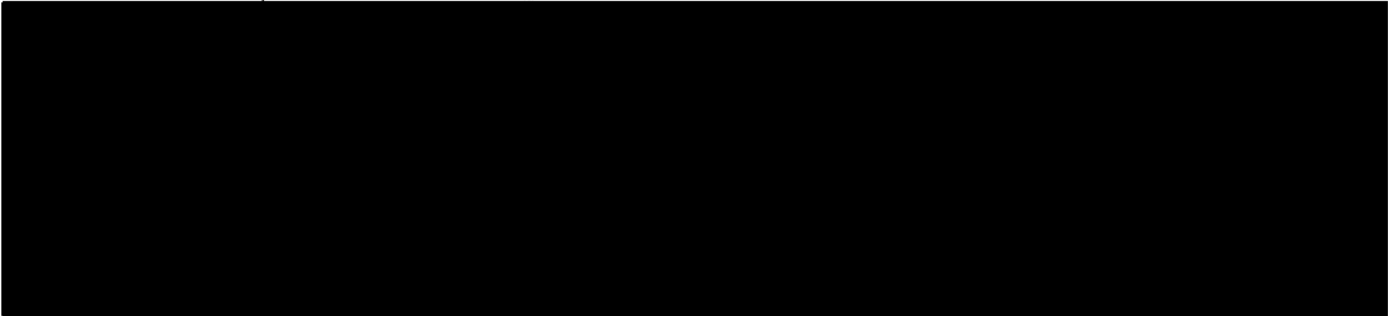
[REDACTED]

Items we did not have time to address (after 11 hours):

- Samsung's desire to reduce Mandatory Google Applications (we already pushed back)



- Samsung's request to include a "information recommender" based on another Search provider, "New Search Experience"



[REDACTED]

[REDACTED]

[REDACTED]@google.com
[REDACTED]